



WEWS

## ORDER

Print Date 10/03/12 Page 1 of 4

Flight Dates 10/03/12-10/09/12

Contract / Revision 313651 /

Original Date / Revision  
10/02/12 10/02/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 01915

Product

Romney For President 10.3-10.9.12

Agency Com 15%

Billing Contact

138 Conant Street  
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 473 10.3-10.9

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 106150

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	72	\$90,227.50	\$106,150.00	0.00
Totals	72	\$90,227.50	\$106,150.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	72	\$90,227.50	\$106,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/03/12	10/09/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----		2				\$550.00		0.00			
N 2	WEWS	10/03/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	6	\$3,600.00



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Contract / Revision     **313651**     Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision   10/02/12/   10/02/12

Order Sep   00:20:00

Advertiser   **Romney / Republican / Pre**   Product **Romney For President 10.3**   Estimate #   **Order # 473 10.3-10.9**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/03/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3		\$600.00		0.00						
Week:		10/08/12	10/14/12	MT-----	3		\$600.00		0.00						
N 3	WEWS	10/03/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
Week:		10/01/12	10/07/12	--WTF--	3		\$550.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$550.00		0.00						
N 4	WEWS	10/03/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
Week:		10/01/12	10/07/12	--WTF--	3		\$550.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$550.00		0.00						
N 5	WEWS	10/03/12	10/09/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
Week:		10/01/12	10/07/12	--WTF--	3		\$1,300.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$1,300.00		0.00						
N 6	WEWS	10/03/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	5	\$4,000.00
Week:		10/01/12	10/07/12	--WTF--	3		\$800.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$800.00		0.00						
N 7	WEWS	10/03/12	10/09/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$700.00		0.00						
N 8	WEWS	10/03/12	10/09/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$950.00	P-2	0.00	NM	5	\$4,750.00
Week:		10/01/12	10/07/12	--WTF--	3		\$950.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$950.00		0.00						
N 9	WEWS	10/03/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	6	\$7,800.00
Week:		10/01/12	10/07/12	--WTF--	3		\$1,300.00		0.00						
Week:		10/08/12	10/14/12	MT-----	3		\$1,300.00		0.00						
N 10	WEWS	10/03/12	10/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	3	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
Week:		10/01/12	10/07/12	--WTF--	3		\$2,400.00		0.00						
Week:		10/08/12	10/14/12	MT-----	3		\$2,400.00		0.00						
N 11	WEWS	10/03/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	5	\$4,500.00
Week:		10/01/12	10/07/12	--WTF--	3		\$900.00		0.00						
Week:		10/08/12	10/14/12	MT-----	2		\$900.00		0.00						
N 12	WEWS	10/03/12	10/09/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$2,000.00



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Hiatus Dates

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Order Sep   00:20:00

Advertiser   **Romney / Republican / Pre**   Product **Romney For President 10.3**   Estimate #   **Order # 473 10.3-10.9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/03/12	10/09/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$400.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$400.00		0.00			
N 13	WEWS	10/03/12	10/09/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$12,000.00		0.00			
N 14	WEWS	10/03/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	-T-----					1	\$9,000.00		0.00			
N 15	WEWS	10/03/12	10/09/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$7,000.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/03/12	10/09/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$3,500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/03/12	10/09/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$4,500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/03/12	10/09/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$400.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 19	WEWS	10/03/12	10/09/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$775.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 20	WEWS	10/03/12	10/09/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$775.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 21	WEWS	10/03/12	10/09/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$300.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 22	WEWS	10/03/12	10/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00



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Contract / Revision      **313651**      Flight Dates **10/03/12-10/09/12**

Hiatus Dates

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Order Sep   00:20:00

Advertiser   **Romney / Republican / Pre** Product **Romney For President 10.3** Estimate #   **Order # 473 10.3-10.9**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WEWS	10/03/12	10/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,300.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N23	WEWS	10/03/12	10/09/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$7,000.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N24	WEWS	10/03/12	10/09/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$2,400.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
Totals														72	\$106,150.00